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# Marketing Activities

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## UNTAPPED FOOD RESERVES

. . . . By Jim Roe

Before many months have passed you are going to be eating more soybeans and peanuts than you ever thought existed. You'll be eating them in the form of flour or grits in a long list of foods--and you'll be wondering why nobody ever told you about them before. That is a prediction you can mark down in your little black book.

These vegetable proteins pack a tremendous nutritive wallop. Mix soya or peanut flour in bread, to the extent of 10 percent of the wheat flour, and the protein value of that bread is increased 4 times. A dish of oatmeal fortified with 20 percent soya flakes gives you as much protein as would the same dish filled with plain oatmeal, plus a side dish containing a scrambled egg.

Mixed with pancake flour, soya flour can make one griddle cake as rich in protein as two used to be. In ground meat products, even chemists cannot easily tell how much is meat and how much is soybean or peanut grits. Stirred in with peas, milk, onion powder, and other seasoning, soya flour gives a soup as much protein punch as a piece of beefsteak.

### No Retail Supplies

Now don't grab your hat this minute and begin a search for these wonder-working proteins. The soya and peanut mills aren't yet in the retailing business. But soon you'll probably be able to obtain your "new" proteins mixed with cereals, and in combination with certain prepared meat products on your grocer's shelves. Within a year more recipes will have been developed for use in your own kitchen.

It is important to bear in mind that these new foods are supplements--not substitutes. You can't take soya or peanut flour or grits and end up with a steak, a roast, a chop, or anything faintly resembling these meats. The vegetable proteins have a neutral flavor when sampled alone and don't taste in the slightest like meat. But when used with ground meats as an extender--where you would ordinarily use cracker or bread crumbs--they add materially to the food value of that meat product. Used in breads, soups, cereals, and other foods, the effect is the same--the taste of the product is not changed. Oatmeal is still oatmeal; bread still tastes like bread always did. You will notice the difference, though, in the way you feel--for you'll be better fed.

You'll be eating cheaper proteins, too. Meats average about 15 percent protein, and with steak at 30 cents a pound--which sounds like wishful thinking--the meat protein cost comes to \$2 a pound. Milk is  $3\frac{1}{2}$  percent protein; at 15 cents a quart, the milk protein also costs

you about \$2 a pound -- though milk supplies large amounts of calcium at a low cost. Soya flour contains a cool 50 percent protein, and at 4½ cents a pound, your soya protein is costing you only 8½ cents on a protein pound basis.

These products require some processing. It just doesn't work to take a bushel of soybeans or peanuts, grind it up into flour and mix it in your bread dough. That's why, until recently, these seeds were used very little as foods in this country. They have a natural raw, beany taste, which doesn't particularly please our palates.

But skillful scientists have found ways to cure the seeds and remove the beany taste. The oil is now being removed to go to war--and that's one of the reasons our supply of protein flours is skyrocketing. Our immense program for the production of vegetable oils has prompted the planting of millions of additional acres of these oilseeds.

### Enormous Supplies

The result is a flood of high-protein meal that is capable of supplying enough protein to counteract the coming meat squeeze several times over. We will produce this year some 6.5 to 7 million tons of this meal. We have facilities to prepare for table use less than 300,000 tons. The rest goes for animal feed. But it would be quite simple to convert many of these animal-feed plants to human food production.

One billion pounds of protein flours (only a half million tons of that meal) would fortify all the Nation's wheat flour to the extent of 5 percent. This would supply as much protein as 3 billion pounds of meat—as much as our estimated under-supply for the coming year!

That's not to say that soya and peanut flours will largely replace meat in our menus, though it has been indicated, with animal feeding, that it is possible. It does mean, however, that during these war times when our normal supplies of animal proteins are being stretched to cover the whole Allied world, we can and must include vegetable proteins in our diets to assure ourselves an adequate protein supply. There's no question of the practicability of such a move--it's now merely a matter of setting up the machinery.

War needs, of course, should and do come first. Our own Army is using these protein flours in ever-increasing amounts. The Quartermaster Corps is buying soya flour in large quantities each month for their food stockpile, and it is being used in more and more of the Army rations. The Nazi army at the beginning of the war had some 200 recipes for the use of soya flour, and huge stockpiles of soybeans had been built up in Germany 3 or 4 years prior to the beginning of hostilities in 1939.

For several months the British have been receiving under Lend-Lease a product called "pork and soya links." Similar to sausage, this



is made of ground pork and soya flour. Millions of pounds of the soya flour and grits have been shipped to England, to be used in meat products, commercial baking, soups, and milk substitutes.

### Russian Version

KOHNEHTPNPOBAHHAY KAMA doesn't sound very edible. Take it from the Russians, though, it tastes mighty good. That take-off on the alphabet is the Soviet way of saying "concentrated food," and the legend appears on Lend-Lease boxes of high-pressure oatmeal. Packed in a round box similar to oatmeal boxes on your grocer's shelves, this food has complete descriptions and directions in English on one side, in Russian on the other. The contents look like ordinary oatmeal, but consist of a quick-cooking mixture of rolled oats, soya flakes, dry skim milk, sugar and salt. It comes close to being a complete meal in itself.

Probably neither you nor your dog knew it at the time, but for the last few years he has been a jump ahead of you on this diet business. His food has contained soybeans for several years, and was a bit behind the Chinese, at that. For 50 centuries and more the soybean has kept the masses of Chinese nourished; it is known as the "poor man's meat" of China. The little bean was hoary with age when the ancient Egyptians laid the first stone of the Pyramids, and has been in the United States since 1804, when a Yankee Clipper ship brought a few bags back from China. Yet its real potentialities are just beginning to be realized.

For too many years we have thought of soybeans as a product farmers fed to cows. Peanuts, in little sacks, were the standard diet at fairs and carnivals.

Then a few years ago we came to think of soybeans as potential gear-shift knobs, dash boards, and even complete automobile bodies. Gadgets of every description, which looked better and worked better than steel, were fashioned of soybean plastics.

### Program Under Way

But the vegetable proteins' greatest contribution of all is yet to come. The Agricultural Marketing Administration already has a long range program well under way, aimed at the widespread distribution of this low-cost protein food to consumers everywhere.

America is and has been a land of plenty. Granaries have literally bulged with grains. Our cold storage warehouses have been crammed with tasty meats of all descriptions. Fruits and vegetables have been produced in huge quantities. Yet in the midst of all this plenty there have always been millions of unemployed, millions of American citizens and their children who were actually hungry. Even medium-income groups were hit by undernourishment--mostly through bad choice of foods. It is at this need that the big gun of vegetable proteins is now aimed.

The change won't come overnight. Recipes must be developed which result in tasty foods. Manufacturers must be certain public acceptance will be good before they can be justified in spending millions of dollars for production facilities and in advertising the product. We must all become nutrition-conscious, so we can appreciate the value of these proteins in our diets. When these things are accomplished, we'll be ready to go ahead at full speed.

### School Lunch Program

AMA already is using some soya flour in soups for its School Lunch Program, and the addition of soya grits to cereals for this program is scheduled. In last year's School Lunch Program approximately 5 million pounds of dehydrated soup were purchased and distributed to school children. This soup powder contained 25 percent of soya flour or grits, in addition to approximately 15 percent dry skim milk and 45 percent dehydrated pre-cooked legumes. This soup added a substantial amount of high-quality protein to the diets of the children who received it, and, in general, it has been well accepted.

For the combined needs of Lend-Lease and the School Lunch Program, close to 60 million pounds of soya flour and grits have been purchased by AMA. This is approximately 200 percent greater than the domestic sales for any previous year. Next year, this year's statistics will look small.

In the field of meat products, soya and peanut flour and grits present real wartime possibilities. If we were to fortify with 10 percent soya or peanut flour all of the one million pounds of ground meat products produced under Federal inspection in this country, it would call for only 100 million pounds of the flours. The inclusion of these vegetable proteins--under federally controlled conditions--actually could boost the protein content of the finished product, besides enabling us to stretch our meat supply. With the coming shortage of meats, some such program might be an actuality in the near future.

In some of our foods--breads, pastries, pancake flour--and for general retail distribution, progress may be slightly less rapid. But it's definitely on the schedule. These cheap, plentiful, excellent vegetable proteins will truly help us to win the war and win our battle against malnutrition in time of peace.

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When proteins are digested in the alimentary tract they are successively broken down by the action of the different digestive enzymes into simpler and simpler fragments until they reach the ultimate units composing the protein molecule. These end products of protein digestion are the amino acids, of which some 22 or more are known. Some of them have been discovered only recently. They are sometimes referred to as the building stones of which proteins are composed.



## WICKARD CALLS FOR INCREASE IN POULTRY MEAT PRODUCTION

Secretary of Agriculture Claude R. Wickard has called upon the Nation's poultry industry to produce 200 million extra chickens during the coming fall and winter months to help supplement the supplies of meat in prospect for civilian use. Production of the extra chickens will be in addition to the record production of eggs, laying hens, and meat chickens that American poultrymen and farmers are supplying to meet all wartime requirements in 1942.

The National Poultry Defense Committee and affiliated organizations have suggested that 200 million additional chickens be reared to a weight of at least 3 pounds to supply an additional 600 million pounds of poultry for consumers this winter. Secretary Wickard has been assured that poultrymen and farmers, utilizing existing brooders during this season, would participate in the program. A million producers rearing 200 chickens each would assure reaching the goal. The additional chickens will supplement the supplies of beef, pork, veal, and lamb available for domestic consumers after sufficient quantities of the so-called "red meats" are reserved for all military and Lend-Lease requirements.

The 200 million extra chickens sought under the emergency program will require more than a million tons of feed if they are marketed at an average weight of about 3 pounds. Fortunately ample quantities of feed wheat, together with soybean and peanut meals will be available to supplement normal poultry feed supplies. Feed manufacturers can utilize extra quantities of wheat and vegetable oil meals together with the necessary alfalfa meal, bone meal, and other mineral and vitamin supplements used in poultry diets. Some of the feed wheat should be used for scratch grain as a substitute for corn.

Efficient operation of the emergency program will be necessary, Department officials point out, so that the extra chickens produced will be marketed during the "off" season and out of the way before poultrymen and farmers must give full attention to the egg and poultry production needed in 1943.

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## TREE NUTS VICTORY FOOD SPECIAL NOVEMBER 9-21

Walnuts, pecans, almonds, filberts and other domestic tree nuts--some of Nature's most concentrated foods--will be a Victory Food Special November 9 through November 21. This program is aimed at focusing the attention of consumers on a near-record supply equal to 300 million pounds of unshelled nuts. Export markets, which absorbed an average of about 13 million pounds in pre-war years, are now practically closed because of war conditions.

PORK PURCHASE PROGRAM IS  
OFFERED TO SMALL PACKERS

The Department of Agriculture recently announced a program designed to relieve the "price squeeze" on small packers and to assure continuing large supplies of pork from the record 1942 spring pig crop. Purchases will be made by the Agricultural Marketing Administration, acting as agent for the Commodity Credit Corporation, from packers signing a contract, at prices equivalent to those paid for Lend-Lease pork. An additional payment will be made to the packers as part of the consideration for the purchase contract.

"Small packers" are defined as "those who killed less than 250,000 hogs in 1941, including hogs slaughtered by subsidiary and affiliated companies, who can successfully demonstrate that their pork operations are so unprofitable and their financial situation so acute, that, without participation in the program, they cannot continue to process hogs." Each of these packers would be eligible to enter into a contract by which he would agree to process and deliver such quantities of products as the Department of Agriculture may determine up to 60 percent of his total pork production.

Additional payment to the packer as part of the consideration for the purchase contract would be based upon "the live purchase weight of that percentage of the hogs slaughtered by the packer that is equal to the maximum percentage of his total pork production which he may be required to deliver to the Commodity Credit Corporation." The applicable percentage will be stated in each contract, but in no event will it exceed 60 percent.

The rate of this additional payment would be based on the average price of barrows and gilts as reported by the Department's market news service for the seven markets, Chicago, East St. Louis, Kansas City, Omaha, Sioux City, St. Joseph, and South St. Paul. Rate of payment is 25 cents per hundred pounds, live weight, for each full 25 cents by which the seven-market average exceeds \$13.50 per hundred pounds.

Products purchased would be transferred by AMA to various accounts for which purchases are regularly made, including Lend-Lease. Such transfers would be made at the established purchase prices plus handling and transportation costs but not including the general consideration costs incurred in connection with the slaughter of live hogs. The latter costs would be absorbed by the Commodity Credit Corporation. This part of the purchase price would not be recovered upon transfer of the products to Lend-Lease or other programs. It would be, in effect, a subsidy payment to enable small packers to continue operations.

A price situation has developed under which several small packing plants have already closed. If this situation were allowed to continue, many farmers would find themselves without a market for their hogs.



## FOOD FROM THE NORTH

. . . . By Hjalmar Bjornsen

Iceland doesn't deserve its forbidding name. The Gulf stream tempers the icy winds from the north and the thermometer during the winter months will tend to hang around 34 degrees--slightly above freezing. Last winter American soldiers stationed there were never able to use the ice skates well-meaning friends had sent them, because the small lake at Reykjavik, the capital, never froze over.

Perhaps a better name for this volcanic isle would be Fishland, for fishing is and always has been the most important industry. In years past, Iceland marketed its principal crop very largely in salted and dried form in the southern European countries, the Scandinavian countries, Germany, and Poland. Substantial quantities were sold to the British, who also did some fishing for themselves off the Iceland banks.

But with the outbreak of World War II all this was changed. The European markets for Icelandic fish were closed one after the other. The British fishing industry turned over a large part of its trawler fleet to the Navy. Iceland was left with no market for its fish, and the British people were left with no fish.

### Contract Negotiated

In the summer of 1941 a contract was negotiated between the British and Icelandic governments--a contract which provided that Great Britain would take the total Icelandic fish catch and which provided that Iceland would endeavor to catch a maximum quantity. An office of the British Ministry of Food was established in Iceland and the Icelanders set about reorganizing their fishing industry to meet the needs of the British market. It was this contract and this general set-up that the Agricultural Marketing Administration took over in November 1941. The outline of the food procurement program is very simple: The Icelanders catch the fish, the AMA buys the fish, and the British get the fish.

The contract the United States assumed expired on July 1 of this year, and under it more than \$18,000,000 worth of fresh and salted fish of all kinds were purchased. On July 1, a new contract was negotiated, covering production for the next 12 months. This contract was drawn up directly between the Agricultural Marketing Administration and the government of Iceland and covers the total Icelandic catch. Purchases during the 1942-43 fiscal year are expected to total about \$45,000,000.

The Agricultural Marketing Administration also negotiated for all of Iceland's herring oil production, half of the cod liver oil output, as well as for all of the herring and fish meal produced for the use of Great Britain under the Lend-Lease Program. It is estimated that in the course of a year, Iceland will produce about 250,000 tons of food products



for British use. In view of its proximity to Great Britain and the critical shipping situation, the strategic importance of Iceland as a food supply station is obvious. Its significance in that respect is second only to its military importance.

### Iceland "Moves West"

Iceland's economy has been moving more and more definitely into the orbit of the United States through the manner in which its principal export product is marketed. Through our purchases of fish for dollars and the need on the part of the Icelanders for obtaining more of their essential goods from this country, this rocky island has become, economically, a part of the Western Hemisphere.

The presence of the American expeditionary force and the considerable number of Icelandic young people who are attending American universities this year are contributing factors. A nation whose culture and economy has always been essentially European, is re-orienting itself.

"Re-orienting" is an expression that should be used advisedly, perhaps, for over a thousand years ago the commercial and shipping relations between Iceland, Greenland, and the North American Continent were close. The island of Greenland and the mainland of North America were visited by the ancient Icelanders in the 11th and 12th centuries and they established colonies in North America with which they maintained periodic communication.

The oldest democracy in the modern world was created in Iceland in the year 930, and was extended to Greenland about a hundred years later. It is this tradition of democracy that is perhaps one of the strongest cultural and political links between Iceland and the Western Hemisphere. The people of Iceland admire the progressive and resourceful democracy that is the United States. They look upon this country as the land of opportunity, and they see it and its leadership as the hope of the world of tomorrow.

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### FARM EMPLOYMENT INCREASES SLIGHTLY DURING AUGUST

As fall harvesting operations got under way the number of workers on farms September 1 increased to 11,390,000, slightly more than the 11,249,000 estimated a month earlier, the Bureau of Agricultural Economics reports. This increase is not quite equal to that last year when the number of farm workers increased from 11,138,000 on August 1 to 11,421,000 on the first of September. In handling this year's abundant crops, farmers are making effective use of available supplies of labor and farm machinery. And so far, there have been only isolated instances reported where crop losses have resulted from labor shortages.

## HOLIDAY HARVEST

. . . By Norman Kuhne

It began in Germany some 400 years ago, but today the custom of putting up Christmas trees is as much a part of the American holiday season as turkey, cranberry sauce, and a new tie for father. This year the demand for Christmas trees is expected to be greater than ever, but transportation difficulties will prevent trees from moving to market in some areas, while labor shortages will be the limiting factor in others. To some extent, however, the reduction in commercial production will be compensated for by increased local cuttings of cedars and pines which are expected to find ready buyers when the more desirable types are not available.

Back in 16th century Germany, the individual householder would take his axe, march into the nearby forest, and make his selection. While the householder in Manhattan or Chicago usually has to go no farther for his tree than the corner store, that tree passes through many hands before it gets to his living room. Woodsmen, teamsters, truckmen, railroad men, wholesalers, and retailers all have a part in the marketing process.

### Plans Laid Early

The first steps toward getting your Christmas tree to the corner store may have been taken in a far away forest land early in the fall. There are roads to be built into marsh lands so that tractors will not bog down during hauling. There are truck trails to be cleared on high lands so that delivery to railhead can be speeded. There are camps to be established for cutting crews, machinery to be repaired, saws to be sharpened, food supplies to be laid in, a well to be driven for water, railroad cars to be ordered, sales contracts to be made, and a multitude of odds and ends to be taken care of before the saws start to whine and the axes begin to ring.

With these preliminaries out of the way all is ready for the cutting crews to start work. While the cutting season varies according to the distance of the production area from the ultimate market, November, and the early weeks of December, are the most active period.

Harvesting is an operation involving felling the tree, cutting off the lower trunk or the unnecessary branches, bundling the trees, hauling to railhead or to motor highway, and shipping to market. Though the basic operation is the same in most parts of the country, there are variations in methods of harvesting. Some operators use large-scale methods; they employ extensive crews, big trucks, big tractors, and other forest equipment. In such cases sales are usually made in carload lots to wholesalers. Some operators work on a small scale, doing the entire job themselves, from cutting the tree to selling it to the individual consumer, usually in the local market.



The harvesting technique depends to some extent on the size of the trees being cut. Frequently larger trees are felled, the tops being taken off for Christmas trade and the lower trunks being sold for railroad ties, mine props, pulpwood, cabin poles, saw logs, or firewood. Generally when large trees are cut, crews are split up on a functional basis. One man, the sawyer, will be assigned the job of felling the tree, while another man, the topper, is given the job of removing the top portion or Christmas tree part. One topper usually works with two or three sawyers, since tops can be removed two or three times as fast as trees can be felled. Others are assigned the job of hauling the trees to motor road or railroad. This is done with tractors, trucks, or horsedrawn sleds, depending on conditions. Sometimes cutting and getting a Christmas tree to market, as in the case of the 40 to 50 feet "whoppers" used in public squares or for special celebrations, assumes the proportions of a major engineering undertaking.

As a general rule, however, the small trees are packed in bundles, unwrapped, but tied with binder twine. This is done according to size, the smaller the trees the larger the number per bundle, to make for more compact shipment ease of handling and selling. Most trees will be shipped by rail this year since the rubber and gasoline situations will reduce the volume of trucking.

### "Wild" Trees

Most of the trees moving to market are "wild" trees from forest lands, the number sold varying from year to year. In normally prosperous periods between 12 and 13 million move into United States markets, of which some 4 or 5 million come from Canada. Since this commodity is unusually sensitive to consumer purchasing power, the number marketed in depression periods has dropped to as low as 6 million.

Principal domestic sources of supply are private lands in the Northern States. The production areas include New England, the Great Lakes Region, and the Mountain and Pacific Coast States. Canadian production is centered in the eastern provinces. In some instances, cuttings for stand improvement are permitted on State and national forest lands under contract or license arrangements.

During recent years increasing attention has been given to growing evergreens in plantations established exclusively for Christmas tree production. Such plantations usually are located closer to market areas with the result that trees need not be cut as early as wild ones. Plantation trees are cultivated like other farm crops and are ready for harvesting about 6 to 10 years after planting. Since they can be pruned annually to improve their shape and can be fertilized to improve their color, the average plantation tree is usually of better quality than the wild tree.

Most popular of the trees sold for Christmas trees are the true



firs, or balsam, spruce, and Douglas fir. According to the Department of Commerce, the best available figures indicate that balsam fir accounts for 60 percent of the marketings, spruce for 25 percent, and Douglas fir for 10 percent, with the remaining 5 percent made up of hemlock, cedar, pine, and others cut locally for local markets.

Popularity of the true firs is due to the attractive needle patterns and the needle holding qualities. Both Douglas fir and the various spruces shed their needles more readily than the true firs. Douglas fir is reported to be the predominant variety in the Rocky Mountain and Pacific Coast areas with the Middle West and the East accounting for the bulk of the trade in the other two major varieties.

To get the best results with Christmas trees they should be stored in a cold room until they are ready to be put up for decoration. The room in which the tree is placed should be kept as cool as comfort will permit. Dry heat causes the needles to shed rapidly.

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#### GOVERNMENT CANNED FISH REQUIREMENTS ANNOUNCED

The salmon canning industry has been notified by the Agricultural Marketing Administration that the Government will require at least 60 percent of each canner's pack of steelhead, sockeye, chinook, red, cohoes, pink, and chum salmon for the armed forces, Lend-Lease, or other Government distribution. After salmon canners have offered this part of their pack to AMA, it is expected that they will receive releases of 20 percent of their pack for their normal trade outlets. The remaining 20 percent will be retained until it is determined whether or not it will be required by the Government. The total salmon pack this year is estimated at 5,700,000 cases.

Government requirements of Maine sardines have been placed at a minimum of 2,250,000 cases. This will take slightly over two-thirds of the estimated 1942 pack of 3,000,000 cases. The industry received releases of one-third of its pack to August 15 for distribution in normal trade channels. It is expected that these releases will continue as long as it can be foreseen that Government requirements will be met.

In the case of pilchards, Government requirements have been set at a minimum of 3,325,000 cases from an estimated 1942 pack of 4 to 5 million cases. The industry has been notified that the Government wants all of the first part of the pilchard pack this year, and that releases for the civilian trade will be made after Government requirements have been met. AMA prices will be ceiling prices less 7 percent.

Under War Production Board order M-86-b, the AMA was designated as the agency to purchase Government canned fish requirements.

DEPARTMENT ANNOUNCES PROGRAM TO  
ENCOURAGE PACKING KRAUT IN BARRELS

Farmers turned up this fall with a 165,000-ton kraut cabbage crop and promptly ran into a shortage of tin cans. To encourage the packing of kraut in wooden barrels, the Agricultural Marketing Administration will pay kraut packers in 15 States \$1.00 for each 45-gallon lot they sell in regular commercial channels, provided the packer pays the producer at least \$7.50 per ton for domestic-type cabbage, delivered at the plant. This payment is considered necessary to enable packers to make the transition from selling kraut in tin cans to selling it in bulk.

As an added incentive, the AMA announced that it would purchase the supplies of bulk kraut still in packers' hands after March 1, 1943. Eligible packers would be paid 14 cents per gallon, net, for the bulk kraut, U. S. grade C or better. This offer to purchase the holdover eliminates the unusual risks involved in reversion to the old practice of selling kraut in the bulk. Quantities thus obtained by the AMA would be used for Government needs.

Sauerkraut packers in New York, Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota, Colorado, North Carolina, Pennsylvania, Tennessee, Virginia, Iowa, Kentucky, and Missouri, will be eligible to participate in the Department's program.

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BRUSH INDUSTRY  
NEEDS BRISTLES

Curtailed imports of bristles for use by the brush industry of the United States have caused a growing demand and urgent need for bristles from domestic hogs, the Department of Agriculture said recently. As a result, there is a potential market for practically all the bristles that the swine industry can produce. Vast quantities of brushes are needed by the Army and Navy, for painting barracks and ships, and for other military uses. Brushes are needed also for essential civilian and industrial purposes, such as in the manufacture of woolen goods where bristle brushes are an essential part of wool combing equipment.

Bristles that bring the highest prices are those ranging from 3 to 4 inches long, which are best obtained from the middle of the necks and backs of mature boars and sows. The bristles can be removed from live animals by the use of clippers or scissors, and will grow out again to provide another supply.

Well-bunched bristles from 3-1/2 to 4 inches long and ready for the bristle dresser have been bringing from \$3 to \$5 a pound, whereas those from 2-1/2 to 3 inches long, equally well prepared, may be expected to bring from \$1 to \$3 a pound.



## STRICTLY OFF THE MENU

. . . . . By Eloise English

Remember the last time you dined out? Boy, what a meal that was! The service was excellent, everything was cooked just right, and the portions were large enough to feed a division of hungry Marines. You and the Mrs. ate a little bit of everything--heck, it was going to cost \$3 anyway--and you ended up too stuffed to dance later on in the evening.

Fixed price meals, several courses too large for the average customer's appetite, have become a characteristic of American restaurants the country over. Result: Appetizers are either toyed with or left standing; soups are only partially consumed; and probably half the meat; fish, and egg dishes are carried off to the garbage can at a time when every one of these foods is needed for furthering the war effort. It amounts to serious sabotage of our national food supply.

### Rene Muller

One man who is firmly convinced that food waste is unpatriotic is Rene Muller, maitre d'hotel at a famous dining room in New York City, and he has worked out a plan of food conservation. In brief, he urges doing away with full-course meals served at fixed prices and proposes the establishment of a modified a la carte service in its stead.

This doesn't strike you as such a good idea--at first. "My goodness," you moan, "when I buy a dinner and pay \$1.50 for it, I know what I'm getting and I know what I'm supposed to pay. But the way these restaurants charge for a la carte service -- well, if that's what's in the offing, all of my dining out will be done at Joe's Quick Lunch."

Mr. Muller, however, has taken your argument into consideration. His plan calls for considerable changes in the a la carte menu. Prices will be lower, and portions smaller, so that a complete dinner need cost no more than the same meal table d'hote. Guests will be offered a menu of ready dishes to choose from, with suggested luncheons and dinners listed, in addition to regular a la carte fare. The important difference is the separate price that will be placed beside each item, so that the guest may order just what he wants and pay only for what he orders.

"The custom of serving fixed price meals developed after the last war," Muller explains. "It became an established practice during the depression years, when competition among restaurants was keen. Now, although the offering of many courses leads to food waste, the individual restaurant operator can do little about it for fear of losing his patronage. Restaurant operators will have to act together to abolish fixed price meals at least for the duration."

All in all, Rene Muller's plan seems to have much to recommend it



--fully enough to warrant the interest it has aroused. It has already been endorsed by the Society of Restaurateurs of New York City, and by the Geneva Executive Club, a society of hotel and restaurant executives.

Rene Muller knows food. He was born in France 33 years ago, and became an apprentice in a Parisian restaurant at the age of thirteen. At sixteen, he was a full-fledged waiter. He came to the United States 2 years later and found a job--and he has been at the same establishment ever since. He is an American citizen now.

Because he remembers the suffering and privation in war-torn France in 1918, Muller realizes better than most of us the need for conserving our food supply. "Now, before it is too late," he warns, "we must begin building up great reserves of foodstuffs against the hour when we may sorely need it--if not for ourselves, at least for the people of Europe who will look to America for help after the peace is won."

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#### FURTHER PURCHASES OF CANNED POULTRY BY AMA UNLIKELY BEFORE FALL OF 1943

It is probable that no further purchases of canned boned chicken and canned boned turkey will be made before the fall of 1943, the Department of Agriculture said recently. Purchases of the two products have been made by the AMA for hospital use at the request of our allies. Since September 1941, when the first purchases were made for Lend-Lease, AMA has bought more than 5,640,000 pounds of canned boned chicken and 1,275,000 pounds of canned boned turkey. Of these quantities, a total of more than 6,700,000 pounds has been delivered for shipment, leaving about 200,000 pounds available for future shipment.

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#### FEED PROSPECTS BEST ON RECORD

Prospective supplies of feed grains, hay, and oilcake and meal for 1942-43 are the largest on record, the Bureau of Agricultural Economics reports. Supplies of feed concentrates, including feed wheat and by-product feeds, are estimated to be 9 percent above the record supply last year and enough to offset the requirements of the increased number of animals on farms. The corn supply is expected to total about 3.5 billion bushels, by far the largest on record. Supplies of oilcake and meal are expected to be about 35 percent larger in 1942-43 than in 1941-42. The total supply of animal protein feeds, including skim milk, however, is not expected to be much larger in 1943 than in 1942. Hay supplies are expected to be ample for the increasing number of livestock on farms. Some increase in feed-grain acreage is expected as a result of the strong demand for feeds.

THIS MEAT SITUATION

. . . . By Catherine M. Viehmann

As a confirmed meat eater you think you know something about beef. You know, for example, that a yearling steer, carefully fattened on corn, will produce a better steak than a milk cow that has led a long and useful life. If you have delved into the subject of meat quality a little deeper than most people, you will know that the Department of Agriculture has set up five grades---Prime, Choice, Good, Commercial, and Utility-- to describe these variations in quality. On this scale, beef from the corn-fed steer might be graded Choice, while beef from the milk cow might be rated no better than Utility.

The Choice grade, of course, sells at a higher price than the Utility. This is a matter that has taken on new significance, now that the Office of Price Administration has ruled that prices of beef at retail shall not exceed the highest price charged during March 1942. In the language of the OPA, the seller's maximum price shall be "for the same commodity or service." So if your butcher handled the Choice grade during March 1942, his price ceilings today must be based on the same quality. That is something you want to keep your eyes peeled for, too.

Packers and Wholesalers' Grades

The OPA, to preserve this relationship between price and quality, directed packers and wholesalers to have their beef graded by the Agricultural Marketing Administration or to grade it themselves according to AMA standards. A new series of "packers and wholesalers' grades" were set up, which bore the following relationship to AMA grades:

<u>AMA Grades</u>	<u>Packers and Wholesalers' Grades</u>
Prime	AA
Choice	AA
Good	A
Commercial	B
Utility	C

Although packers and wholesalers must grade their beef according to AMA standards, they are not required to avail themselves of the Federal grading service except for Choice beef and veal. In the future, all such meat will be graded under the supervision of a Federal grader, and will be stamped so that the name of Choice will appear on all retail cuts. If packers do their own grading of meats other than Choice, they are required to mark each wholesale cut at least once with A, B, or C, which grades correspond to the Federal grades of Good, Commercial, and Utility, respectively.

An agreement, however, has just been reached between the Government and three of the Nation's major packers whereby all beef and veal distri-



buted by them will be graded and stamped by AMA. Very little Prime beef is available and when it is -- usually in the late fall and winter-- it is used almost exclusively by hotels and restaurants. Considering this factor, no more beef will be marked Prime; the highest grade will be Choice.

### Meat Supplies Shorter

That is how things stand with regard to meat grading, but there have been a number of rapid-fire developments in the whole meat supply situation. That situation, briefly, is this: Total production, at 24 billion pounds, will set a new record during the year that began on July 1, 1942. Army, Navy, and Lend-Lease meat requirements are estimated at 6.5 billion pounds. After these needs are met, there will be about 17.5 billion pounds left for the civilian population. But because these civilians can buy more meat than ever before, they would take about 21 billion pounds this year. Therefore, in order to distribute the 17.5 billion pounds equitably among those of us who want 21 billion pounds, the Government put in effect on October 1 a voluntary share-the-meat program.

Civilians as a whole are asked to hold their meat consumption to about the level of that of the late 1930's. This amounts to about 2½ pounds a week for adults. That this is in excess of the meat consumption in other belligerent nations goes without saying.

Although the plan that is now in effect is voluntary, it is expected that consumer rationing will be put in effect about the first of the year. As a step in this direction, the Office of Price Administration has issued a conservation order limiting until December 31 the quantity that packers can sell into civilian trade in this country. Leading packers who slaughter more than 500,000 pounds quarterly have been ordered to reduce beef deliveries to 80 percent of the quantity distributed during October, November, and December, last year. Deliveries of pork were cut 25 percent below last year, and lamb and mutton, 5 percent. Other slaughterers must limit their deliveries to the amount of their 1941 deliveries. All packers, big and small, may deliver the same quantities of veal as they delivered in the same period last year. Liver, sweetbreads, hearts, kidneys, tongue, and brains are not restricted by the order. Neither are canned meats, sausage, and scrapple, but these processed products are affected by the order because the meat used in their preparation is subject to restrictions.

Before meat rationing becomes effective, a number of questions will have to be decided. Will rationing be on the "point" or some other basis? Will consumers' ration books be charged with the amount of meat ordered in a hotel or restaurant? Will children and elderly persons and invalids receive full rations? These and many other problems are now receiving consideration.

In the voluntary share-the-meat program, pets are not included, and apparently no provision will be made for them in meat rationing. So if you own a Great Dane, you had better trade him for a Pekingese.



## SECRETARY URGES FARMERS TO STORE SOYBEANS ON FARMS

Secretary of Agriculture Claude R. Wickard recently urged farmers to store soybeans on their farms wherever possible, because of insufficient commercial storage and transportation facilities to handle the large crop, and in order to prevent the possible loss of this valuable product. The Secretary pointed out that only a limited quantity of soybeans can be marketed immediately. He said that farmers will be protected on farm-stored beans through Commodity Credit Corporation loans, storage payments, and purchases. Many reports of rail and truck congestion at country points have been received lately and continued piling up of shipments could result in serious loss.

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## GENERAL LEVEL OF FARM PRODUCT PRICES UNCHANGED

Farmers received higher prices in mid-September than a month earlier for grains, cotton, tobacco, fruits, dairy and poultry products. But declines in prices received for meat animals, truck crops, and other products offset these increases, keeping the index of prices received the same as a month earlier at 163 percent of the August 1909-July 1914 base period. That was 24 points higher than a year ago. The index of prices paid, interest, and taxes remained at 152 as on August 15. As a result, the ratio of prices received to prices paid, interest, and taxes was 107 (percent of parity), the same as in August, but 6 points higher than a year earlier.

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## DEPARTMENT ANNOUNCES WHEAT PURCHASE PROGRAM

Under a new Department of Agriculture program, the Commodity Credit Corporation is authorized to purchase country-run wheat grading No. 3 or lower solely because of fungus or sprout damage, but containing not more than  $14\frac{1}{2}$  percent moisture. Minimum prices to be paid by CCC for this wheat are 13 cents below 1942 loan values but 4 cents above the 1941 loan value. There is an additional discount of 1 cent per bushel for each 1 percent damage in excess of 7 percent total damage.

CCC also was authorized to buy wheat grading below No. 3 because of factors other than fungus or sprout damage at relative prices depending upon condition. Under no circumstances, however, will wheat grading musty, sour, weevily, or heat damaged be bought under this program.

All feed wheat prices are to be based upon official grades, f.o.b. warehouse or in transit.

PRICES OF "QUOTA" PEANUTS UPPED  
TO 90 PERCENT OF PARITY LEVEL

"Quota" peanuts will be bought at prices averaging about \$131 per ton, the Department of Agriculture announced recently. This represents advances of \$5 to \$8 per ton to make prices for "quota" peanuts equal the loan values established at 90 percent of parity by the Price Stabilization Act.

The new prices will be paid to producers who sell their "quota" peanuts to designated cooperative producer associations under the 1942 peanut marketing program. No change will be made in the prices being paid for "excess" peanuts, because present prices are now substantially above the minimum level required by the Price Stabilization Act.

"Quota" peanuts are those marketed within farm marketing quotas and "excess" peanuts are those marketed in excess of farm marketing quotas, or which are not within the farm marketing quotas for the farms on which they were produced.

Similar to peanut marketing programs operated in the past several years, the 1942 program is being conducted by the Agricultural Marketing Administration. Under the program, cooperative producer associations designated by the Secretary of Agriculture buy "quota" or "excess" peanuts and sell them either for crushing for oil, for shelling, for seed, or hold them in storage until demand is determined. If the price of peanuts sold for oil is less than the price paid producers, plus handling costs, the difference will be absorbed under the AMA marketing program and by Commodity Credit Corporation under its 1942-43 peanut loan program.

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Wartime purchases of meats and dairy products by AMA declined during August, but vegetables, edible oils, fish, and other seasonally available foodstuffs were bought in larger quantities. Although purchases of meat products and lard were smaller, they continued to account for the largest dollar volume of foodstuffs bought, the total during the month amounting to \$34,882,000 compared with \$68,731,000 in July. Dairy products and eggs purchased during August came to \$14,704,000, or about one-half the July figure. Purchases of all commodities during August, on an f.o.b. basis, came to \$71,755,393.

Purchases since the Lend-Lease Program began on March 15, 1941, total \$1,415,637,000. In addition, Commodity Credit Corporation has made \$213,276,821 available for Lend-Lease operations.

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A soldier gets 374 quarts of milk a year--civilians only 139.



-PERTAINING TO MARKETING-

The following reports and publications, issued recently, may be obtained upon request from the Agricultural Marketing Administration:

We Must Maintain Our Food Supplies (Address)... By Claude R. Wickard

American Food Holds the Fort (Address) . . By Tom G. Stitts

American Tobacco Types, Uses, and Markets . . . By Charles E. Gage

Commodity Futures, July 1941-June 1942

Wheat Futures Statistics, January 1939-June 1941

Wartime Job of Gin Workers is To Perfect Ginning

Acreage, Yield per Acre, and Production of Peanuts Picked and Threshed (Revised Estimates of the Crop Reporting Board)

Tentative United States Standards for Grades of Frozen Snap Beans (Effective October 1, 1942)

Prosecutions and Seizures under the Interstate Clause (Title II) of the Federal Seed Act (October 1, 1941 to June 30, 1942)

Marketing Georgia Peaches, 1942 (Marketing Summary)

From the Office of Price Administration:

Rationing--Why and How

From the Bureau of Agricultural Economics:

The Hock-Smith Resolution--A Study of a Congressional Mandate on Transportation . . . By E. O. Malott

From the New York State Department of Agriculture and Markets:

Statistics Relative to the Dairy Industry in New York State, 1941

From the University of Mississippi:

Cotton Counts Its Customers (The quantity of Cotton Consumed in Final Uses in the United States ). . . By M. K. Horne, Jr., and Frank A. McCord

